

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Polbeng Business Expo is a business exhibition event organized by students of the International Commercial Administration Study Program, Department of Commercial Administration, Bengkalis State Polytechnic. This event is designed to support the development of Micro, Small and Medium Enterprises (MSMEs) by providing facilities in the form of exhibition booths. MSME owners can utilize this platform to showcase their superior products, explore collaboration opportunities, expand business networks, and increase the visibility of their businesses in the community

Apart from focusing on product promotion, Polbeng Business Expo is also an interactive learning space for entrepreneurs. Through this activity, they can take part in various trainings, seminars, and panel discussions that present experienced resource persons in the field of business and marketing. This aims to increase the competence of MSME entrepreneurs in facing increasingly dynamic market challenges.

For students, the exhibition is not only an academic assignment, but also a real experience in managing a big event. They are directly involved in various aspects, such as planning, marketing, resource management, and post-event evaluation. Through this process, students get the opportunity to develop practical skills in management, communication, and teamwork, which are very important for their readiness to face the world of work.

Overall, Polbeng Business Expo serves as a bridge that connects MSME players, the community, and the academic world. The event not only encourages local economic growth through MSMEs, but also creates an environment that supports collaboration and innovation for mutual progress.

According to Halim (2020) in Hasan et al., (2022) in this context, Micro, Small and Medium Enterprises (MSMEs) are one type of business that the majority of Indonesians are engaged in. The development of Micro, Small and Medium

Enterprises or MSMEs is one of the strategies to improve people's welfare in avoiding economic crises in a country. MSMEs are a business sector that is always stable in the Indonesian economy. According to Utama & Darwanto (2013) in Hasan et al., (2022) to improve welfare and economic stability, MSME activities are one way that regional creative products can be recognized and provide business opportunities for small and medium entrepreneurs in the region.

This shows the importance of mastering technology and innovation in the business world, especially on the scale of micro, small and medium enterprises (MSMEs) such as Warung Sate Wak Dun, which is managed by a married couple Mr. Sakdun and Mrs. Zainab. Warung Sate Wak Dun, which has been operating for decades in Teluk Pambang village Bengkalis, is a clear illustration of the importance of technology in the growing digital economy. At first, Warung Sate Wak Dun rented a restaurant. But after her husband passed away, Mrs. Zainab was forced to change her way of doing business by delivering several packages of satay to nearby stalls. This is a creative step taken to maintain business continuity in the midst of unexpected changes.

Therefore, MSMEs such as Warung Sate Wak Dun Khas Malaysia can introduce their products to the wider community. Through this exhibition, Warung Sate Wak Dun Khas Malaysia has the opportunity to increase sales and expand marketing reach. Based on this background, the author is interested in raising a project with the title **“Project Implementation Facilitating Warung Sate Wak Dun Khas Malaysia at Polbeng Business Expo”**.

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in this project is "Project Implementation Facilitating Warung Sate Wak Dun Khas Malaysia at Polbeng Business Expo". To increase capacity and quality when running Micro, Small and Medium Enterprises (MSME), especially in accessing potential customers more widely and information technology literacy in the Digital era. This exhibition will discuss how to organize and implementation Polbeng Business Expo?

1.3 Purpose of the Project

1.3.1 General Purpose

The project purpose is to facilitate Warung Sate Wak Dun Khas Malaysia MSME at Polbeng Business Expo.

1.3.2 Specific Purpose

The specific purpose of this project “Project Implementation Facilitating Warung Sate Wak Dun Khas Malaysia at Polbeng Business Expo” are as follows :

1. To creating business profile of expo and Warung Sate Wak Dun Khas Malaysia.
2. To creating 30 promotional video of Warung Sate Wak Dun Khas Malaysia.
3. To creating 30 product catalog of Warung Sate Wak Dun Khas Malaysia.
4. To post marketing promotion of Warung Sate Wak Dun Khas Malaysia through digital marketing (Social Media).
5. To creating Qris payment method of Warung Sate Wak Dun Khas Malaysia.
6. To assist in creating financial report of Warung Sate Wak Dun Khas Malaysia.

1.4 Significance of the Project

Everything that is done must have a benefit, while the benefits of the final project “Project Implementation Facilitating Warung Sate Wak Dun Khas Malaysia at Polbeng Business Expo” are as follows:

1. For Students

Students involved in the Polbeng Business Expo will gain practical experience in managing events, communicating with various parties, and solving problems that arise during the exhibition. This involvement provides an opportunity for them to develop managerial, interpersonal, and organizational skills that are invaluable in the world of work. In addition, students can network with employers and industry professionals, which can be an important asset for their future careers.

2. For Entrepreneurs Actor

Entrepreneurs, especially those engaged in the MSME sector, will get an effective platform to introduce their products to a wider audience. Polbeng

Business Expo provides an opportunity for entrepreneurs to showcase their creativity, build a strong brand image, and establish direct relationships with potential customers. In addition, the expo opens up opportunities to get direct feedback from consumers, which can be used to improve the quality of their products and services.

3. For Other Parties

The university, as the organizer of the Polbeng Business Expo, will benefit in the form of increased reputation and credibility in the eyes of the community and industry. This activity shows the university's commitment to supporting the development of MSMEs and empowering the local economy. In addition, universities can build strategic partnerships with various parties, including the government, industry, and the local economy.

1.5 Time and Place of the Project

1.5.1 Time of the Project

This project will be implemented for 2 days in the 9th week of odd semester 2024 and for the project preparation process takes 3 months (august-october,2024).

1.5.2 Place of the Project

The place of the project is around Bengkalis State Polytechnic, exactly around the Business Administration building.

1.6 Writing System

Systematics of writing the project “Project Implementation Facilitating Warung Sate Wak Dun Khas Malaysia at Polbeng Business Expo” is as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author will explain the background of the project, project identification, project objectives, project benefits, place and time of project implementation and the systematics of writing project reports in the thesis.

CHAPTER II : LITERATURE RIVIEW

In this chapter, the author explains the theories that are relevant to the main material in the Final Project, which is to explain the of business expo and digital marketing MSMEs.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the author will describe the project plan, implementation plan and project implementation process, implementation plan and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period, up to the estimated cost of the thesis.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author will explain the project activity profile and project implementation report, which includes project preparation, project implementation report which includes project preparation, project implementation, project completion, completion of project activities, and project financial completion.

CHAPTER V : CONCLUSIONS AND SUGGESTION

In this chapter, the author will present a summary of the main results of the implementation of “Project Implementation Facilitating Warung Sate Wak Dun Khas Malaysia at Polbeng Business Expo”. This chapter explains that this project was successful in increasing brand awareness for MSMEs, especially for Sate Wak Dun. The author also provides suggestions for organizing expos in the future, such as how to increase promotions, involve more MSMEs, and collaborate with various parties so that the expo is more successful and has a wider impact.